

## ORDER



**Orders**  
**Order / Rev:** 185359  
**Alt Order #:**  
**Product Desc:** Romney for President, Inc.  
**Estimate:** 370  
**Flight Dates:** 09/12/12 - 09/18/12  
**Original Date / Rev:** 09/10/12 / 09/10/12  
**Order Type:** GENERAL

KMGH

**Primary AE:** David Lombardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency**  
**Name:** American Rambler Production  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** President/Romney (R)  
**Demographic:** A25-54  
**Product Codes:** PL1-President  
**Priority:** P3  
**Revenue Codes:** POL, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	131	\$74,450.00	\$63,282.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	131	\$74,450.00	\$63,282.50	0.00
<b>Totals</b>	<b>131</b>	<b>\$74,450.00</b>	<b>\$63,282.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	09/12/12	09/14/12	GMA M-F 7-9A / KMGH CA GMA M-F 7-9A	CA	7A-9A	-- 222 --	:30	6	\$450.00	P3	0.00	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-- 222 --		6				\$450.00		0.00			
N 2	KMGH	09/17/12	09/18/12	GMA M-F 7-9A / KMGH CA GMA M-F 7-9A	CA	7A-9A	22 - - - - -	:30	4	\$450.00	P3	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	22 - - - - -		4				\$450.00		0.00			
N 3	KMGH	09/12/12	09/14/12	9a-930a Right This Minute 9a-930a Right This Minute	CA	9a-930a	-- 111 --	:30	3	\$225.00	P3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-- 111 --		3				\$225.00		0.00			
N 4	KMGH	09/17/12	09/18/12	9a-930a Right This Minute 9a-930a Right This Minute	CA	9a-930a	11 - - - - -	:30	2	\$225.00	P3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	11 - - - - -		2				\$225.00		0.00			
N 5	KMGH	09/17/12	09/18/12	930a-10 Right This Minute 930a-10 Right This Minute	CA	930a-10a	11 - - - - -	:30	2	\$250.00	P3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	11 - - - - -		2				\$250.00		0.00			
N 6	KMGH	09/12/12	09/14/12	930a-10 Right This Minute 930a-10 Right This Minute	CA	930a-10a	-- 111 --	:30	3	\$250.00	P3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-- 111 --		3				\$250.00		0.00			

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 Alt Order #:  
 Flight Dates: 09/12/12 - 09/18/12

Advertiser: President/Romney (R)  
 Product Desc: Romney for President, Inc.  
 Estimate: 370

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KMGH	09/12/12	09/14/12	The View THE VIEW	CA	10A-11A	-- 111--	:30	3	\$550.00	P3	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-- 111--		3				\$550.00		0.00			
N 8	KMGH	09/17/12	09/18/12	The View THE VIEW	CA	10A-11A	11-----	:30	2	\$550.00	P3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	11-----		2				\$550.00		0.00			
N 9	KMGH	09/12/12	09/14/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	-- 222--	:30	6	\$250.00	P3	0.00	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-- 222--		6				\$250.00		0.00			
N 10	KMGH	09/17/12	09/18/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	22-----	:30	4	\$250.00	P3	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	22-----		4				\$250.00		0.00			
N 11	KMGH	09/12/12	09/14/12	The CHEW The CHEW	CA	1157A-1P	-- 111--	:30	3	\$200.00	P3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-- 111--		3				\$200.00		0.00			
N 12	KMGH	09/17/12	09/18/12	The CHEW The CHEW	CA	1157A-1P	11-----	:30	2	\$200.00	P3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	11-----		2				\$200.00		0.00			
N 13	KMGH	09/17/12	09/18/12	General Hospital General Hospital	CA	1P-2P	11-----	:30	2	\$375.00	P3	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	11-----		2				\$375.00		0.00			
N 14	KMGH	09/12/12	09/14/12	General Hospital General Hospital	CA	1P-2P	-- 111--	:30	3	\$375.00	P3	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-- 111--		3				\$375.00		0.00			
N 15	KMGH	09/12/12	09/14/12	Katie M-F 3-4pm M-F 3-4pm	CA	3-4pm	-- WTF--	:30	5	\$400.00	P3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-- WTF--		5				\$400.00		0.00			
N 16	KMGH	09/17/12	09/18/12	Katie M-F 3-4pm M-F 3-4pm	CA	3-4pm	MT-----	:30	3	\$400.00	P3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	MT-----		3				\$400.00		0.00			
N 17	KMGH	09/12/12	09/14/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P	-- 111--	:30	3	\$300.00	P3	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-- 111--		3				\$300.00		0.00			
N 18	KMGH	09/17/12	09/18/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P	11-----	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	11-----		2				\$300.00		0.00			
N 19	KMGH	09/12/12	09/14/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	-- 222--	:30	6	\$650.00	P3	0.00	NM	6	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-- 222--		6				\$650.00		0.00			
N 20	KMGH	09/17/12	09/18/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	22-----	:30	4	\$650.00	P3	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	22-----		4				\$650.00		0.00			
N 21	KMGH	09/17/12	09/18/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	22-----	:30	4	\$1,185.00	P3	0.00	NM	4	\$4,740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N21	KMGH	09/17/12	09/18/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P 22-----	:30	4	\$1,185.00	P3	0.00	NM	4	\$4,740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	22-----				4	\$1,185.00		0.00			
N22	KMGH	09/12/12	09/14/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P --222--	:30	6	\$1,185.00	P3	0.00	NM	6	\$7,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--222--				6	\$1,185.00		0.00			
N23	KMGH	09/12/12	09/14/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P --222--	:30	6	\$1,185.00	P3	0.00	NM	6	\$7,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--222--				6	\$1,185.00		0.00			
N24	KMGH	09/17/12	09/18/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P 22-----	:30	4	\$1,185.00	P3	0.00	NM	4	\$4,740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	22-----				4	\$1,185.00		0.00			
N25	KMGH	09/17/12	09/18/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P 22-----	:30	4	\$750.00	P3	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	22-----				4	\$750.00		0.00			
N26	KMGH	09/12/12	09/14/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P --222--	:30	6	\$750.00	P3	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--222--				6	\$750.00		0.00			
N27	KMGH	09/12/12	09/14/12	Nightline Nightline	CA	1037P-1103P --111--	:30	3	\$525.00	P3	0.00	NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--111--				3	\$525.00		0.00			
N28	KMGH	09/17/12	09/18/12	Nightline Nightline	CA	1037P-1103P 11-----	:30	2	\$525.00	P3	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	11-----				2	\$525.00		0.00			
N29	KMGH	09/14/12	09/14/12	ABC Fri C ABC Fri C	CA	9P-10P ----F--	:30	1	\$2,525.00	P1	0.00	NM	1	\$2,525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--				1	\$2,525.00		0.00			
N30	KMGH	09/15/12	09/15/12	ABC GMA SAT GMA SAT	CA	Sat GMA 6A-7A -----S-	:30	2	\$125.00	P3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-				2	\$125.00		0.00			
N31	KMGH	09/15/12	09/15/12	7-9a Sat Morning News 7-9a Sat Morning News	CA	7A-9A -----S-	:30	2	\$225.00	P3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-				2	\$225.00		0.00			
N32	KMGH	09/15/12	09/15/12	ABC College FB - Early ABC College FB - Early	CA	10A-130P -----S-	:30	2	\$625.00	P3	0.00	NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-				2	\$625.00		0.00			
N33	KMGH	09/15/12	09/15/12	ABC College FB - Afternoon ABC College FB-Afternoon	CA	130P-5P -----S-	:30	1	\$1,000.00	P3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$1,000.00		0.00			
N34	KMGH	09/15/12	09/15/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p -----S-	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-				2	\$300.00		0.00			
N35	KMGH	09/15/12	09/15/12	10P NEWS - SAT 10P NEWS (SAT)	CA	10P-1037P -----S-	:30	2	\$450.00	P3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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N35	KMGH	09/15/12	09/15/12	10P NEWS - SAT 10P NEWS (SAT)	CA	10P-1037P -----S-	:30	2	\$450.00	P3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	-----S-		2		\$450.00		0.00				
N36	KMGH	09/16/12	09/16/12	ABC GMA SUN GMA SUN	CA	Sun GMA 6A-7A -----S	:30	2	\$100.00	P3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	-----S		2		\$100.00		0.00				
N37	KMGH	09/16/12	09/16/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A -----S	:30	2	\$200.00	P3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	-----S		2		\$200.00		0.00				
N38	KMGH	09/16/12	09/16/12	THIS WEEK w/George S This Week	CA	8A-9A -----S	:30	1	\$575.00	P3	0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	-----S		1		\$575.00		0.00				
N39	KMGH	09/16/12	09/16/12	9A-10A SUN MORN NEWS 9A-10A SUN MORN NEWS	CA	9A-10A -----S	:30	2	\$225.00	P3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	-----S		2		\$225.00		0.00				
N40	KMGH	09/16/12	09/16/12	SUN 4PM 4PM - SUN	CA	4P-430P -----S	:30	2	\$125.00	P3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	-----S		2		\$125.00		0.00				
N41	KMGH	09/16/12	09/16/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P -----S	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	-----S		2		\$300.00		0.00				
N42	KMGH	09/16/12	09/16/12	ABC Sun A ABC Sun A	CA	6P-7P -----S	:30	1	\$1,100.00	P3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	-----S		1		\$1,100.00		0.00				
N43	KMGH	09/16/12	09/16/12	ABC Sun C ABC Sun C	CA	8P-9P -----S	:30	1	\$1,575.00	P3	0.00	NM	1	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	-----S		1		\$1,575.00		0.00				
N44	KMGH	09/16/12	09/16/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P -----S	:30	2	\$750.00	P3	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	-----S		2		\$750.00		0.00				
N45	KMGH	09/15/12	09/15/12	ABC Sat C John Fox Show	CA	9P-10P (9:30 PM-10:00 PM) -----S-	:30	1	\$800.00	PREE	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	-----S-		1		\$800.00		0.00				
Totals												131	\$74,450.00	